

Dear Friends of Education:

First Lady Jenny Sanford and I had high hopes of success last October when we joined forces to challenge South Carolina students to create videos on the importance of healthy living.

The purpose of this Healthy South Carolina Video Contest was to reinforce the need to make good lifestyle choices for young people, especially, and to help increase awareness of the link between obesity and high rates of chronic disease. I'm pleased to report the results exceeded even our optimistic expectations.

Due to popular demand, the contest was extended beyond its original January 31 conclusion. Over 150 videos were submitted. Entries focused on issues ranging from the importance of not smoking to the dangers of steroid abuse, with no shortage of innovative presentations.

Contest winners received cash prizes, athletic equipment, gift cards and free lunches, but the real rewards are even greater in terms of lessons learned. The young people who participated now realize that good health is a prerequisite for good learning.

In order to share this knowledge with others, winning videos will be available on ETV's "Know It All" Web site. Teachers can stream the videos into their classrooms to educate about health. Videos are in a downloadable format to allow their use in school broadcasts.

In addition to these school screenings, the videos are being made accessible to all of the state's television and media outlets to air as Public Service Announcements.

Teaching the "good health lesson" not only benefits students' current achievement and well-being, but also has the long-term impact of developing adults who understand the importance of fitness and nutrition. This is a positive influence on future behavior.

Students will be able to carry the Healthy South Carolina message home. For some, it will reinforce what parents are already trying to accomplish. For others, it will be new information. This "ripple effect" becomes a win-win proposition when parents and family members respond positively.

Lasting, healthy lifestyle decisions build good habits that can stay with us for the rest of our lives. These habits promote balance in our physical well-being, health, homes, and careers. I salute our video winners for a job well done!

Sincerely,

Jim Rex  
State Superintendent of Education

<http://www.scgovernor.com/about/jenny/>

[http://www.healthysc.gov/school\\_video\\_contest.asp](http://www.healthysc.gov/school_video_contest.asp)

<http://www.myetv.org/education/streamlinesc/index.cfm>

<http://www.healthysc.gov/>